

**The following criteria will be used to evaluate the Cooperative Marketing Program grant proposals:**

1. Application: Please refer to the sample application provided on our website at: [www.dnr.alaska.gov/ag/ag\\_grants.htm](http://www.dnr.alaska.gov/ag/ag_grants.htm). Proposal is well-written and clear; please clearly outline your goals and objectives, and clearly demonstrate how you will meet each goal and objective. The application will be evaluated on how comprehensive it is and follows the directions provided in the request for proposals. (10 points)
2. Budget: Please use the budget worksheet provided by the Division or follow the example provided closely. The budget will be evaluated on how clearly it defines how the funds will be used, where the matching funds will come from, and the use of the funds. (15 points)
3. Cooperative Marketing: The basis of this grant is to offer an opportunity for producers and those involved in the agricultural industry to work together cooperatively to market agricultural products and promote Alaska Grown. Your proposal will be evaluated to see how you will be utilizing the Alaska Grown logo & if you are working cooperatively to market Alaska Grown agricultural products. This grant is not intended solely for private business gain. (20 points)
4. Buyers, Sellers & the Agricultural Industry: How will your project impact the agricultural industry? We will evaluate the overall impact your project will have on the industry. (20 points)
5. Evaluation Methods: How will the goals and objectives of the proposal be evaluated, i.e. surveys, customer counts, increased business? Solid evaluation methods are necessary, with a clear plan on how to *execute* these evaluation methods. If you were previously awarded a grant, we will review to see if evaluation methods were followed through, and if they were successful. If they were *not* successful, are new evaluation methods being utilized? This is an integral part of the application and project. (20 points)
6. Previous Projects: The proposal will be evaluated by previous projects completed by the applicant/business applying. If projects were late, incomplete, or did not meet the objectives set forth in the project, this will effect the evaluation of the current proposal. If you have not been previously awarded a grant with the Division of Agriculture, you will not be penalized and will be granted 15 points automatically. If you previously had an incomplete project, a 0 will be granted. (15 points)

Total Points Possible = 100